



Newsletter – January 2012

A Happy New Year to you!

It's been a galloping good first year for Ride Yorkshire – read all about it here!

Expanding Leisure Riding

Ride Yorkshire was set up to develop and promote leisure riding across Yorkshire – and we've done just that. First, we went to lots of riding centres and horse & rider B&Bs and listed them on our website. We know which places are best for different levels of experience and different types of riding. So whether you're a horse-owner or not, have a look and try them out!

'Big Skies Horse Rides'

We were excited to receive funding early on from the East Yorkshire Leader (rural development) programme to map routes in the tranquil Yorkshire Wolds. You can bring your own horse on holiday here for 2-5 days, staying at fine East Yorkshire farmhouses each night, after following undulating grassy tracks and enjoying the far-reaching views. Details of the holidays and FREE downloads of day-rides are on our website: <http://www.rideyorkshire.org>.

North York Moors

"Excellent – very clear maps and descriptions made it all so easy." "Charlie and I had a great time doing the 5 day North Yorks Explorer and would highly recommend the holiday" - typical comments from riders on our holidays in the North York Moors National Park, where you can discover secret valleys, high moorland and ancient abbeys. More challenging than the gentler terrain of the Wolds, the Moors offer a fabulous experience to the more adventurous rider - with the security (as with all our rides) of knowing that maps and directions are thoroughly up-to-date, accommodation for you and your horse has been personally checked, and that your bags are safely transported onwards for you. Routes for day-rides are also available for download. In recognition of our efforts, the North York Moors Leader programme is funding promotional materials for our entire programme.



A Great Time to Book

This is the perfect time to plan the year ahead with your horse. So, browse our website and see which holiday is best for you – and if you've any questions, just phone us on 01439 798108 to talk things through.

Funrides

We've had a lot of fun organising pleasure rides and guided rides, starting with the Dales in April, then the North York Moors in May, Swinton Park (Nidderdale) in September, the Wolds in October,

and finally a 'Wolds Winter Warmer' – complete with turkey, mulled wine, mince-pies and tartan rosettes - in December. We've welcomed over 250 riders in total - it's been great to meet so many of you!

Passing the pleasure on

The money raised from the funrides goes to help people ride who wouldn't otherwise be able to. For instance, we helped 10 kids from inner-city Leeds enjoy 5 horse-care and riding sessions at the Middleton Park Equestrian Centre; we enabled a group of young Asians from Leeds to spend a day in the Dales riding and enjoying the surroundings; and in the New Year we're throwing a 'Pony Party' at the Oxmardyke Riding Centre for 20 inner-city children from Hull. If you know of anyone who'd really benefit from riding please let us know and we'll see if we can help.



Partnerships

Key to our success is collaboration with others: Leeds Metropolitan University, which has facilitated our market research into leisure riding and provided student help for funrides; Bridleways groups, BHS branches and Riding Clubs across Yorkshire who have been so generous with their time and advice; the National Parks, local Councils and tourism promotion boards, which have been hugely supportive; farmers and landowners who have kindly granted access to their land for funrides; our families, friends and supporters who have willingly (we hope!) stewarded at our events - and of course we're tremendously grateful to our funders for helping us achieve so much.

Recognition



We've had great coverage in the media, sometimes several times in the same outlet: the Yorkshire Post, Horse & Hound, Farmers' Guardian, The Dalesman, Driffield Post & Times, Pocklington Post, BBC Radio Humberside, Vixen FM and Hull Daily Mail, amongst others. In November our achievements were recognised at the York Press Business Awards, where we were finalists in two categories – 'Best New Business' and 'Best Business with Links with Higher Education'.

Looking ahead

At the end of 2011 we won funding from the Yorkshire Dales National Park to do a similar project to the Wolds, mapping and promoting routes and holidays in the marvellous landscapes of the Dales. And we've more plans afoot: a **media seminar for equestrian tourism business owners on January 26th** (ask us for details), routes in the Nidderdale and Howardian Hills Areas of Outstanding Natural Beauty and more in East and North-east Yorkshire, 'Pony Club Camps for Grown-ups' and pleasure rides – all to give as many people as possible the chance to 'Ride Yorkshire'! To keep up to date with what we're doing, follow us on Facebook and Twitter.

And finally ...

Very best wishes for a 'Happy Hacking 2012' from **Catherine, Janet, John and Kate**

Janet Cochrane, Kate Dashper, Catherine Fairburn and John Yeomans



North York Moors, Coast and Hills
LEADER Programme

